

MEDIA

People-Eater

Time Inc.'s slick gossip "pic and caption" magazine, *People*, with a circulation well over a million, will be getting competition in a few weeks from a new publication titled *In the Know*. The magazine, which some feel is simply a rip off of *People*, will be published by Sterling's Magazines, formerly a Warner Communications Company and now run by ad-man Sanford Schwarz. The official word on *In the Know* is that "starting somewhere in the area where *People* pioneered, we're going to be more adventurous," but clearly the differences between the two won't be major. *In the Know's* promotional material is calling the magazine "Sterling's new 'People Eater'" and retailers are being urged to display the magazine "next to *People* for maximum sales."

Melvin Shestack, a veteran of *True*, the old *Saturday Evening Post* and CBS News, where he received an Emmy nomination, is the magazine's editor and he is a respected innovator. Shestack wants to cover the "superworld and the underworld" and feels that "pic and caption" magazines are "closer to television, full of instant reading" designed to "entertain and amuse the reader."

On March 27, 500,000 copies of the first issue, with John Wayne on the cover, will go on sale. *In the Know* will follow the *People* marketing route as well: push newsstand and supermarket sales and discourage subscriptions. In addition to the John Wayne piece, there are articles in the first issue—perhaps fittingly—both by and about rip offs. There is a profile of Ron Galella, the photographer who gained fame by chasing Jackie Onassis, and a column by A.J. Weberman, the fellow who poked his way to notoriety by examining Bob Dylan's garbage. Weberman will write regularly. His first topic? The refuse of Judge John Sirica.

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